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NEW YORK — A Russian born senior editor of Readers Digest who once directed the Soviet news agency here, but has been a right winger since the late Thirties, has been named as one of three to edit a new anti-communist, anti-left, anti-radical newsletter. Eugene Lyons, a student at New York City College during the Soviet revolution and the next year at Columbia, fought the good cause until 1939 when he moved over to edit American Mercury. At 70, he is now an editor of what the Publisher, William Buckley, Jr. hopes will become "the rallying point for the forces struggling to restore an ordered America."